

# The influence of Viral Marketing on social media and Online Community on Purchasing Decision in the Pandemic Era (Case Study of BTS Meal McDonald's Product, Bandung Area)

**Wijaya, Ni Putu Nurwita Pratami**

Widyatama University, Bandung  
City, Indonesia

[putu.nurwita@widyatama.ac.id](mailto:putu.nurwita@widyatama.ac.id)

**Fikriyya, Rizka Farah Nur**

Widyatama University, Bandung  
City, Indonesia

**Aulia, Nathasya**

Widyatama University, Bandung  
City, Indonesia

**Hambali, Arnita Gustiani**

Widyatama University, Bandung  
City, Indonesia

**Damayanti, Neta**

Widyatama University, Bandung  
City, Indonesia

**Sari, Nurillah Rahmah**

Widyatama University, Bandung  
City, Indonesia

## Abstract

At the current conditions, every company is trying to find ways to survive in the market. Various strategic choices were made, including the world's big food franchise company McDonalds. By hooking the BTS group, McD is trying to attract the world's attention. This study aims to see whether Viral marketing in social media and online communities an effect has on purchasing decisions, in this case the BTS meal McD product. The research was conducted with a sample of 100 respondents who are the people of Bandung City. With the technique of data analysis using regression analysis. The results showed that both viral marketing in social media and online communities had a positive effect on purchasing decisions for BTS Meal McD products.

## Keywords

Viral Marketing, Online Community, Purchasing Decision

**To cite this article:** Pratami, W, N, Farah Nur, F, R, Nathasya, A, Gustiani, H, A, Neta, D and Rahmah, S, N (2021) The influence of Viral Marketing on social media and Online Community on Purchasing Decision in the Pandemic Era (Case Study of BTS Meal McDonald's Product, Bandung Area). *Review of International Geographical Education (RIGEO)*, 11(7), 3385-3391. Doi: 10.48047/rigeo.11.07.307

**Submitted:** 09-10-2020 • **Revised:** 11-12-2020 • **Accepted:** 13-02-2021

## Introduction

The emergence of the Covid-19 pandemic that hit almost all over the world resulted in the joints of life such as education and the economy experiencing paralysis which resulted in many companies reducing production activities and some even went bankrupt due to Covid-19. The culinary industry has also been affected by Covid-19, even though if you think about it, it seems that the food industry is the safest because it is a basic need but has also been affected. For example, several franchises such as Pizza Hut (C. Indonesia, Empat, Davis, & Aksara, 2016; Kotler, Kertajaya, & Setiawan, 2017)(Indonesia, 2020), KFC (CNN Indonesia, 2020a) in the article stated that indeed some of these franchises were affected by the pandemic which forced them to close several outlets.

With the conditions currently being faced, the company has carried out various strategies to be able to survive during this pandemic. Various steps in the digital field are now a must, including through digital marketing activities (Park & Cho, 2012). Online product sales activities, online promotions are some of the digital steps that companies must take at this time to steal the market's attention. In (Choshaly & Mirabolghasemi, 2020; Haykin & Liu, 2010) it is stated that currently franchises in Indonesia are experiencing losses due to the Covid-19 pandemic. Seeing the various impacts that do not only occur in Indonesia and even the world, one of the world's major food franchises, namely McD, has taken a strategic step. They hooked up one of the world's Kpop stars who are currently hits, namely BTS. The BTS x McD collaboration embodied in the BTS Meal product is a creative marketing idea. In (Lee, Choi, & Kim, 2020) it is stated that there are 10 factors that make this BTS group popular among young people in the world, one of which is having a large and loyal fan base. This is what McD uses to steal the world's attention by collaborating with McD. According to a survey conducted through the largest demographic analysis ever conducted from 9 July to 30 September 2020, Indonesia itself holds the highest record for a country that has the most ARMY (the fanbase name of BTS), which is 80,895 (20%). No wonder why so many Indonesian products use Korean celebrities or idols as their celebrity endorsements. Information about the collaboration product, of course, went viral on social media. Bandung, which is one of the cities in Indonesia that has a large number of ARMYs, is looking forward to the arrival of this product. Until the product finally arrived in Bandung, it had caused a stir during the current pandemic, which created long lines at McD Bandung outlets (C. N. N. Indonesia, 2020).

From this social media, ARMY fans know about the BTS x McD collaboration. The use of the fanbase itself to unite fans so that they can monitor or find out the latest information about their idols is to use the fanbase. In short, Fanbase is a social media forum that manages the latest information related to idol activities for fans to enjoy or known as an online community. The role of the fanbase account is very much needed in uploading idol activities into social media. For example, uploading the activities of the idol or what project the idol is working on. And the ARMY fanbase itself already has 5.8 million followers on its official account on Twitter(Hinz, Skiera, Barrot, & Becker, 2011).

Based on the description of the background above, the researchers raised this research with the title The Influence of Viral Marketing on social media and Online Community on Purchasing Decisions in The Pandemic Era (Case Study of BTS Meal McDonald's Product, Bandung Area). Based on the existing problems where every company must be able to survive in the pandemic era, various strategies need to be carried out, so this study aims to see whether strategies through viral marketing and online communities an effect have on purchasing decisions.

## Literature Review

### Viral Marketing on social media

Social media is the most popular communication platform that users currently use to stay connected with friends and colleagues, share opinions about something, as well as various current events (Mukherjee, 2019). Experts agree that the existence of social media as a medium for marketing production has provided knowledge to consumers regarding the specifications of the products they will buy (Choshaly & Mirabolghasemi, 2020; Kusumadjaja, 2014).. One of the goals of social media marketing is to motivate consumers to buy products(Boon-Long & Wongsurawat, 2015).

In the current marketing concept, marketers often make strategies that attract consumers' interest, one of which is by going viral. Viral strategy is also one of the strategies the company does to save on promotional costs (Harman & Bernawati, 2021). The following are some indicators of viral marketing (Kotler et al., 2017; Kusumadjaja, 2014). Information (Consumers know the company from other users' social media), Participation (Consumers carry out several activities such as: posting, mentioning, commenting, sharing on social media), User Reach (Consumers conduct information sharing activities on social media), conversion rate (consumers are interested in buying products)

## Online Community

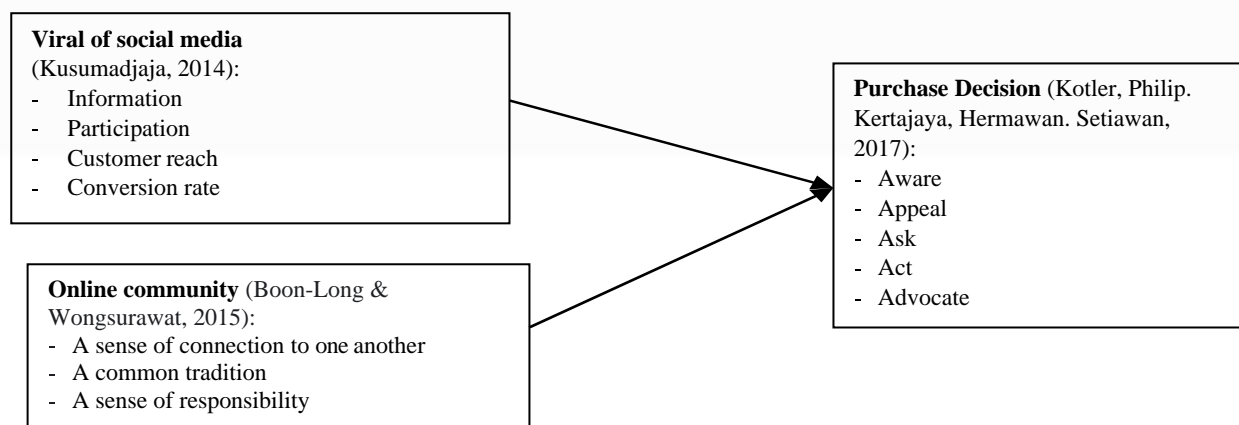
Online Community, Virtual Community, Brand Community, are various names for online communities for the same field of interest. Online social networking serves as a liaison for millions of people around the world to exchange ideas, opinions, and information, so it is stated that information is the center (Park & Cho, 2012) Brand

Community is defined as a group of people who share a common interest in a particular brand and create its own social realm, myths, values and hierarchy (Boon-Long & Wongsurawat, 2015) It was also mentioned that there are several dimensions that influence this online community, namely: The perceived relationship with one another, the same tradition, and a sense of responsibility.

## Purchasing Decision

A purchase decision is a decision taken from the process where a person becomes interested in a product, then searches for information, evaluates various alternatives until finally deciding to buy a product. (Park & Cho, 2012) this has also undergone several changes. Currently these stages are 5 A: Aware, Appeal, Ask, Act, Advocate activities in (C. Indonesia et al., 2016; C. N. N. Indonesia, 2020; Kotler et al., 2017). Aware is how someone starts to be interested in various brands from the product needed, appeal is the stage where a person starts choosing several brands of choice, Ask is where someone starts looking for information about the product to be given from any source. Act this stage is where someone has decided to buy, advocate is the stage where someone after using the product what he bought will make a review that is used for people other.

## Theoretical Framework



## Hypothesis

H1: Viral marketing on social media has a positive effect on purchasing decisions for BTS Meal McD Bandung products.

H2: The online community has a positive effect on purchasing decisions for BTS Meal McD Bandung products.

## Research Methodology

The research method used here is verification. The population of this study is the residents of Bandung as consumers of MCD, the number of which is not known with certainty. In this regard, the sample used in this study used a purposive sampling method with the following conditions: - Respondents are MCD consumers. - The respondent is domiciled in Bandung. Based on the results of the calculation of the number of samples with an unknown population, the number of samples was 96 and rounded up to 100 samples.

$$N = \frac{((Z_{\alpha}) \cdot \sigma)^2}{e^2}$$

$$N = \frac{(1,96 \cdot 0,25)^2}{(5\%)^2}$$

$N = 96,04$  dibulatkan menjadi 100

In this study using multiple regression analysis data analysis techniques in order to test the hypothesis.

## Result and Discussion

### Respondent Characteristics

Questionnaires have been distributed to 100 respondents, with the distribution of the questionnaires online due to the pandemic conditions. From the questionnaires that have been processed, the following are characteristic data from the respondents of this study: Table 1 Respondent Characteristics

Criteria	Category	Quantity	Percentage
Gender	Male	17	82.2%
	Female	83	17.8%
Age	<17 y.o	6	6.9%
	17-27 y.o	79	78.2%
	28-38 y.o	2	2%
	>38 y.o	13	12.9%
Location	Bandung Timur	41	40.6%
	Bandung Barat	37	36.6%
	Bandung Selatan	12	12.9%
	Bandung Utara	10	9.9%

Based on the respondent's data, it can be seen that the respondents who filled out the questionnaire were mostly female. The largest age range was respondents with an age range of 17-27 years, and finally in the location or domicile section, more than 40.6% of respondents came from East Bandung.

### Hypothesis test

After testing the validity and reliability of the tested variables and all measuring instruments have been declared valid and reliable, the next step is to test the hypothesis.

Partial variable relationship

## Correlations

Purchasing Decison (Y)		Viral marketing on social media(X1)		Online Community (X2)
Pearson Correlation	Total Y1	1.000	.856	.910
	total X1	.856	1.000	.856
	Total X2	.910	.856	1.000
Sig. (1-tailed)	Total Y1	.	.000	.000
	total X1	.000	.	.000
	Total X2	.000	.000	.
N	Total Y1	100	100	100
	total X1	100	100	100
	Total X2	100	100	100

- The effect of Viral marketing variable on social media (X1) on Purchase Decision Variable (Y) is 0.856 or 0.733 / 73.3% with a strong interpretation of the relationship.
- The influence of the Online Community Variable (X2) on the Purchase Decision Variable (Y) is 0.910 or 0.828 / 82.8% with a strong interpretation of the relationship.
- The influence of the Viral marketing variable on social media (X1) on the Online Community Variable (X2) is 0.856 or 0.733 / 73.3% with a strong interpretation of the relationship.

Simultaneous Variable Relationship

In the Model Summary table, it can be found that the simultaneous influence is:

## Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			Durbin-Watson	
					R Square Change	F Change	Sig. F Change		
1	.922 <sup>a</sup>	.850	.847	2.741	.850	275.808	2 97	.000	1.942

- Predictors: (Constant), Online Community variable (X2), Viral Marketing on Social Media variable (X1)
- Dependent Variable: Purchasing Decision (Y)

The influenced of Viral marketing variable on social media (X1) and Online Community variable (X2) on the purchase decision variable (Y) is 0,922 or 0,850 / 85% with a strong relationship interpretation.

The value of the contribution of the independent variable to the dependent variable

## Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standard ized Coefficients Beta	t	Sig.	Correlations			Collinearity Statistics		
	Model B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	-3.491	1.273	-2.742	.007						
	total X1	.312	.081	.291	3.828	.000	.856	.362	.150	.268	3.736
	Total X2	.665	.076	.661	8.713	.000	.910	.663	.342	.268	3.736
Variable	Regression Coefficient (Beta)			Correlation Coefficient (r)			Contribution (%)				
X1	0,291			0,856			24,9				
X2	0,661			0,910			60,1				

Contribution = Variable Contribution Viral marketing on social media (X1) + contribution variable Online Community (X2)

$$= 24,9\% + 60,1\%$$

$$= 85\%$$

Based on the results above, it can be seen that the contribution of the Viral marketing variable on social media (X1) to the Purchase Decision Variable (Y) is 24.9%. While the contribution of the Online Community Variable (X2) to the Purchase Decision Variable (Y) is 60.1%. It can be concluded that the Online Community Variable (X2) has a stronger influence on the Purchase Decision Variable (Y) than the Viral marketing variable on social media (X1). And the total contribution is 85%. Analysis and Interpretation test

## Descriptive Statistics

	Mean	Std. Deviation	N
Total Y1	14.96	7.015	100
total X1	25.81	6.539	100
Total X2	15.65	6.975	100

## Model Summary<sup>b</sup>

Mod el	R	RSquare	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Durbin- Watson	
					R Square Change	F Change	df1	df2		Sig. F Change
1	.922	.850	.847	2.741	.850	275.808	2	97	.000	1.942

- a. Predictors: (Constant), Total X2, total X1  
 b. Dependent Variable: Total Y1

From the results of the data processing of the two tables, it can be concluded that at std. Error of the Estimate has a value that is smaller than the value in Std. Deviation, so it can be said that the regression equation is accurate.

## ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4143.261	2	2071.631	275.808	.000 <sup>b</sup>
	Residual	728.579	97	7.511		
	Total	4871.840	99			

- a. Dependent Variable: Purchasing Decision variable (Y)  
 b. Predictors: (Constant), Variable Online Community (X2), Variable Viral marketing on social media (X1)

Form the calculated F value of 275.808 rejection criteria H<sub>0</sub>, if: F count is greater than F table, by taking a significance level (α) of 5%, then from the distribution table F, the F table value = 3.15. Because 275.808 is greater than 3.15 and sig F is 0.000, then H<sub>0</sub> is rejected. This means that the results of the table above can explain that the Viral marketing variable on social media (X1) and the Online Community Variable (X2) can have a significant effect on the Purchase Decision Variable (Y).

## Discussion

From the results of this study there are several things that we can analyze and become a material for discussion. Based on the test results, it is found that the X2 (Online Community) variable has a greater influence on purchasing decisions than the X1 (Viral marketing) variable. This indicates accordingly (Lee et al., 2020) that if the BTS group has a strong fan base (online community), it is not surprising that the influence value on this variable is quite large. It can be analyzed that if a company uses the power of a large online community, maximum results will be obtained as well, especially as we know the current conditions that make

every company must be able to survive. For Viral marketing, this may basically require further research because for viral marketing it is something that sometimes just happens without planning. So, when the company really wants its marketing to go viral so that it grabs the attention of the market in large numbers, very careful planning is needed (Choshaly & Mirabolghasemi, 2020; Harman & Bernawati, 2021; C. Indonesia et al., 2016)

## Conclusion

Based on the results of the research above, it is found that viral marketing through social media and online communities has a positive and significant effect on purchasing decisions on BTS meal McD products. With the value of the influence of social media viral marketing on purchasing decisions of 24.9% and the value of the influence of the online community on purchasing decisions of 60.1%.

## Suggestion

As for some suggestions that can be put forward from the results of this study, namely when a company wants to grab market attention in large numbers, what is very convincing is to look for a large and loyal community. This can actually be a strategy in itself in achieving high sales or surviving in this pandemic era. For further research, what can be suggested is the purpose of the research as an input for companies to survive in the pandemic era, so research on online communities can be developed such as maintaining good relations with the community (fan relationship) with the aim of retaining consumers for the company's products.

## Reference

- Boon-Long, S., & Wongsurawat, W. (2015). Social media marketing evaluation using social network comments as an indicator for identifying consumer purchasing decision effectiveness. *Journal of Direct, Data and Digital Marketing Practice*, 17(2), 130-149. doi:<https://doi.org/10.1057/ddmp.2015.51>
- Harman, S. A., & Bernawati, Y. (2021). Determinant of Financial Statement Fraud: Fraud Pentagon Perspective in Manufacturing Companies. *Review of International Geographical Education Online*, 11(4), 554-566.
- Haykin, S., & Liu, K. J. R. (2010). *Handbook on array processing and sensor networks* (Vol. 63): John Wiley & Sons.
- Hinz, O., Skiera, B., Barrot, C., & Becker, J. U. (2011). Seeding strategies for viral marketing: An empirical comparison. *Journal of Marketing*, 75(6), 55-71.
- Indonesia, C., Empat, P. S., Davis, F. D., & Aksara, B. (2016). Azqolani, Fazlan (2012). Analisis pengaruh kualitas layanan terhadap kepuasan nasabah pemegang kartu kredit Bank Mega menggunakan skala pengukuran Banking Service Quality. Thesis Universitas Gadjah Mada, Yogyakarta Badan Pusat Statistik Kabupaten Boyolali (2020), Kabupaten Boyolali dalam Angka 2020. BPS Kabupaten Boyolali. Boyolali. *American Journal of Theoretical and Applied Statistics*, 5(1), 1-4.
- Indonesia, C. N. N. (2020). Mengenal Social Distancing sebagai Cara Mencegah Corona. CNN Indonesia. Diunduh dari <https://www.cnnindonesia.com/gaya-hidup/20200314102823-255-483358/mengenal-social-distancing-sebagai-cara-mencegah-corona>.
- Kusumadjaja, L. (2014). The Impact of Viral Marketing through Social Media on BCD's Consumer Brand Knowledge. *iBuss Management*, 2(2).
- Lee, S.-H., Choi, S., & Kim, H.-W. (2020). Unveiling the success factors of BTS: a mixed-methods approach. *Internet Research*. doi:<https://doi.org/10.1108/INTR-12-2019-0507>
- Mukherjee, K. (2019). Social media marketing and customers' passion for brands. *Marketing intelligence & planning*. doi:<https://doi.org/10.1108/MIP-10-2018-0440>
- Park, H., & Cho, H. (2012). Comunidades online de redes sociales: Fuentes de información para compra de vestimenta. *The Journal of Consumer Marketing*, 29(6), 400-411. doi:<https://doi.org/10.1108/07363761211259214>